

# SRG Client Success Profile

## Comprehensive Selling Skills



Sales Readiness Group

### Bill Asip

VP of Sales & Account Management,  
MoneyGram Payments



#### *What objective did you have in mind that led you to seek outside help and SRG specifically?*

Based on our sales training needs, we evaluated several training firms. After reviewing SRG's *Comprehensive Selling Skills* program and discussing how the training program would be customized for our sales organization, we were convinced that SRG could help us develop a strong sales foundation.

#### *Why did you choose SRG over other options?*

First and foremost, the content fit our needs perfectly. Secondly, the format of organized modules delivered over a two-day period was a great fit for our sales team. We also appreciated SRG's commitment to skills application through live online reinforcement sessions, and the professionalism of the SRG people.

#### *Now that you've worked with SRG, can you summarize the experience?*

The value of the program for the time and expense invested was exponential. The process of assembling the program including the pre-work, content development and follow up was simple – and SRG took the time to truly understand what we do and made the content relevant to our sales environment. The training sessions were highly engaging even for our most experienced sales people, and the SRG facilitator was outstanding.

#### *What benefits have you seen from the training?*

I recently accompanied one of our people on a sales call, and observed the sales person applying the skills they had learned in the training program. This change in behavior is exactly what we were looking for and speaks to the benefit of the training.

#### *About MoneyGram*

The MoneyGram brand is recognized throughout the world as a leading global payment services company. The diverse array of products and services we offer enables consumer and businesses to make payments and transfer money around the world. From New York to Russia or London to India - in more than 197 countries - MoneyGram's money transfer service moves money quickly and easily around the world.

### **Sales Readiness Group**

Sales Readiness Group's (SRG) works with sales organization to produce sustainable skills improvement through our industry leading *Customized Sales Training, Sales Management, Sales Coaching, and Sales Assessments* and programs.

#### **Customized Sales Training**

Comprehensive skills-based sales training programs that improve sales force effectiveness.

#### **Sales Management Programs**

Develop key management skills including managing sales performance, sales coaching, recruitment/selection, and sales leadership.

#### **Sales Assessments**

In-depth sales assessments that target key sales skills and behaviors that drive sales success.

#### **Sales Coaching**

Sales coaching programs help managers become great sales coaches. SRG's Sales Coaching for Sales Managers program was specifically developed for frontline sales managers and covers critical sales coaching skills.

#### **To learn more, please contact us:**

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